

Rec'd PCT/PTO 27 SEP 2004

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau(43) International Publication Date  
2 October 2003 (02.10.2003)

PCT

(10) International Publication Number  
WO 03/081536 A1(51) International Patent Classification<sup>7</sup>: G06T 17/00

(21) International Application Number: PCT/KR03/00603

(22) International Filing Date: 26 March 2003 (26.03.2003)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:

10-2002-0016305	26 March 2002 (26.03.2002)	KR
10-2002-0026705	15 May 2002 (15.05.2002)	KR
10-2002-0032374	10 June 2002 (10.06.2002)	KR

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(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

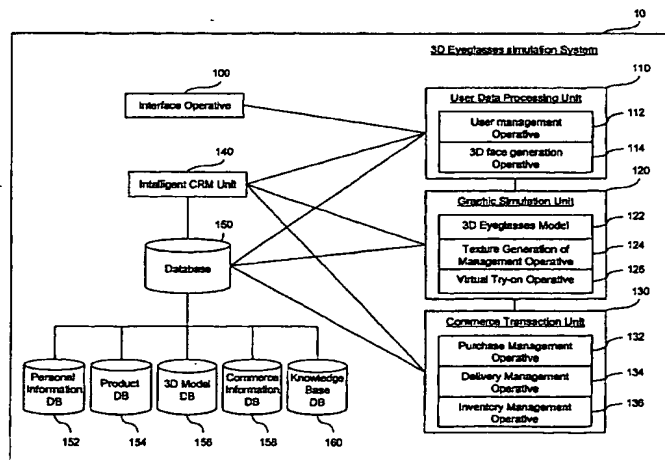
(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR 3-DIMENSION SIMULATION OF GLASSES



(57) **Abstract:** A 3D virtual simulation system and method that provide decision-making information for selection and purchase of eyeglasses is presented. The system is comprised of four major units: 3D graphic simulation unit, contents delivery unit intelligent, Customer Relation Management (CRM) unit and back-office unit. 3D graphic simulation unit generates 3D face models of a user face and eyeglasses, and fit those objects automatically on networked platforms at real-time. The 3D face model is created from photo images of the face with options to select hair models. The 3D eyeglasses model is generated by a systematic reverse engineering process with specially designed measuring device. Graphic simulation unit transacts with intelligent CRM unit, so that user behavior is tracked down for push-marketing activity. Contents are delivered in a form of service-on-demand and ASP (Application Service Provider). This system enables precise virtual simulation of wearing eyeglasses with real dimensions of face and eyeglasses models and provides data and tools for custom-made production of eyeglasses assisted by expert knowledge base.

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